

Timberline Church Job Description

Job Title: MarCom Director

Reports To: Scott Kissel

Direct Reports: Social Media Manager, Digital Marketer, Project Manager

Effective Date: 11/04/2020

Summary

Provide strategic guidance for the Comms Team and clients in marketing practices and represent the brand and the team internally and externally. Create, develop, and produce the visual and written materials for any medium of messaging. Provide the technical, logistics, systems, and software support required for communication success. Set the vision for MarCom Team, inspiring and coaching them to be an exceptional service-provider internally, and an engaging content provider externally. Develop and deliver creative campaigns that help grow the Timberline brand.

Duties & Responsibilities

The following list of duties and responsibilities is intended to serve as a guide to what is expected of the MarCom Director.

- **Lead & Manage**—Determine and maintain the vision for the MarCom team, establishing priorities, setting the standard of excellence, and inspiring the team to be the best they can be. Leading will mean jumping in to help wherever necessary, as no task is too small.
- **Missional**—With a strong understanding and vision that marketing is a ministry, this role requires ongoing market awareness and creative vision for how to engage audiences for Christ who don't yet know Him. That vision needs to be backed by ideation and direction for the team to develop and test campaigns, evaluating and improving their ROI for audience connection and engagement.
- **Representation**—Work with Timberline leadership to represent in-market trends, influential strategies, creative concepts, reporting insights, and strategic recommendations for optimized engagement.
- **Creativity**—Excel in developing the creative vision and overall story for the Timberline brand, envisioning, and communicating it to leadership, campuses, ministries, and other relevant staff.
- **Process**—Assist with the improvement of the team process to optimize efficiency and reduce time and cost.
- **Service**—Maintain a service-oriented approach, coming alongside internal clients to understand their needs and deliver not just the bare minimum requirements, but exceptional service and options that impress.
- **Growth**—Stay current on marketing trends to optimize the impact of external campaigns, internal communications, and all facets of messaging on behalf of the Timberline brand.

- **Flexible**—This role requires wise time management and a passion for frequently-changing responsibilities on a daily basis as priorities can often shift.

Skills

- **Communication • Marketing • Strategy • Concepting • Coaching • Leadership • Efficiency • Financial Responsibility • Organization • Customer Service • Connecting & Relational • Agile**

Experience & Education

- 7+ years in a professional marketing environment.
- Bachelor's degree preferred in marketing, communications, public relations, or relevant field.
- Demonstrate skill in the use of PC systems to complete tasks, including word processing, spreadsheets, Outlook, data base functions, basic accounting, and budget monitoring.

Requirements

- Abide by the Timberline Staff Covenants and the Employee Handbook
- Attend weekly staff chapel

This is a full-time position.